

SAN FRANCISCO

23 FORTY NINERS vs.

PITTSBURGH

20 STEELERS

SEPTEMBER 28, 1958



\$2.404 Selling Price  
.0096 Sales Tax  
TOTAL PRICE

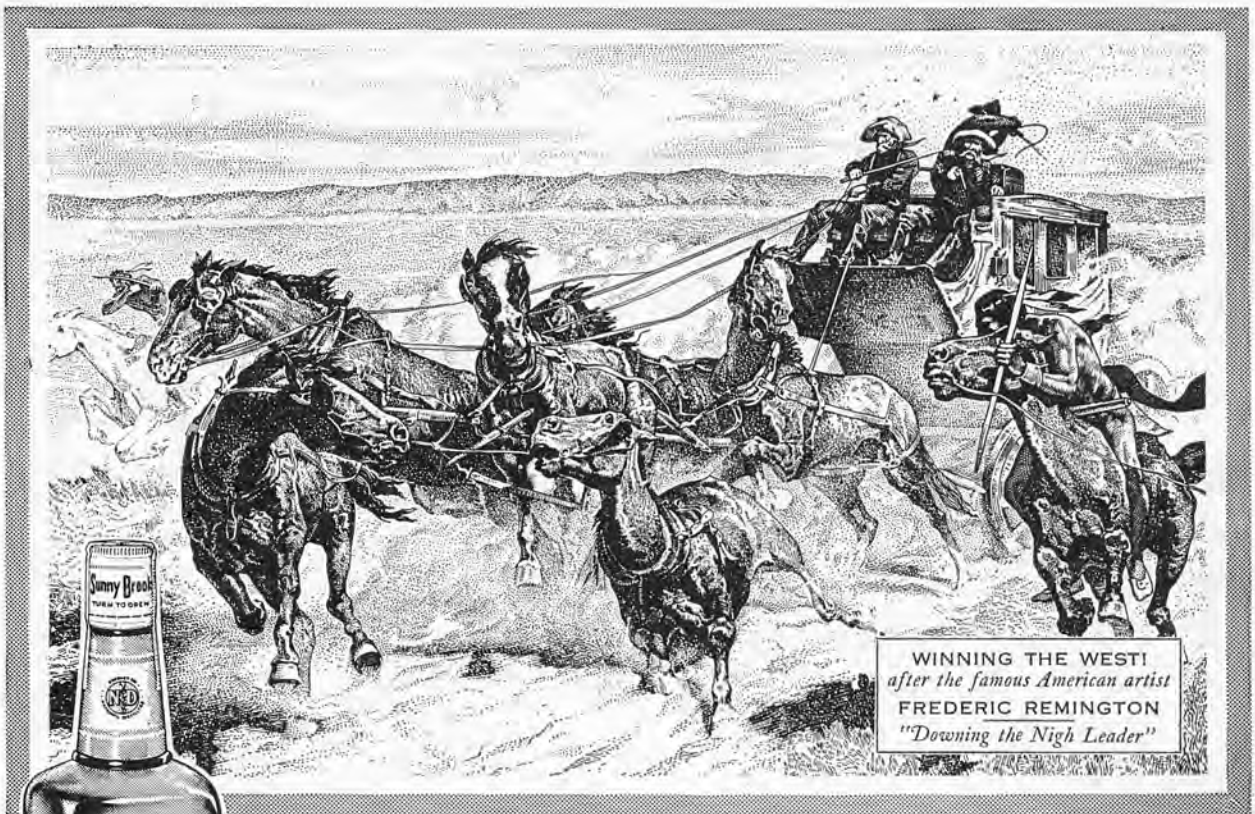
25¢

BY ROOMAN



# SUNNY BROOK

Kentucky Straight Bourbon Whiskey



**The great bourbon of the Old West  
is winning new friends everywhere!**



The trailblazers of the Old West were men of courage and character ...and mighty fine judges of good whiskey. They liked the mellow Kentucky bourbon taste of Sunny Brook and took it along when they rode West. Today—East and

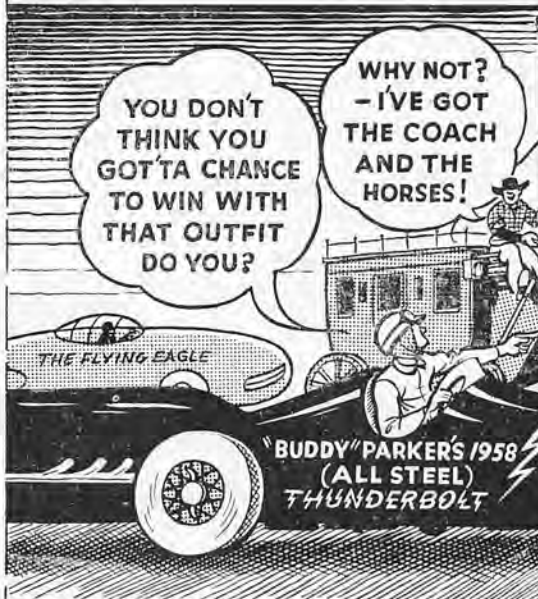
West—more and more people are switching to this great Kentucky brand, enjoying its mildness, savoring its fine bourbon flavor. Try Sunny Brook bourbon yourself ...find out why it's one of America's most popular brands.

**Sunny Brook**  
*Kentucky* **STRAIGHT BOURBON** *Whiskey*



THE OLD SUNNY BROOK COMPANY, LOUISVILLE, KY., DISTRIBUTED BY NATIONAL DIST. PROD. CO. • BOTH 86 PROOF • KENTUCKY BLENDED WHISKEY CONTAINS 65% GRAIN NEUTRAL SPIRITS

# FOOTBALL 'TID-BITS'



**STEVE VAN BUREN**  
"THE MOVIN' VAN"

Sensational 6'1" 208 lbs. of power from Louisiana St. who, after joining the pro ranks of the Philadelphia Eagles, completely rewrote the N.F.L. record book for mileage. In the following eight years he carried the ball 1,320 times and racked up a total of 5,860 yds.

In the season of 1947 and '49 Steve surpassed 1,000 yds.!

Scored 77 touchdowns and holds the N.F.L. record of 18 made in one season!

All-League in 1944, '45, '47, '48 and '49!

SHELDON MEERER Copyright

In 1883, **ALEX MOFFAT** Princeton's ambidextrous kicking ace, drop-kicked 4 field goals of 50, 48, 40 and 40 yds. against Harvard.  
2—WITH HIS LEFT FOOT and  
2—WITH HIS RIGHT!

Moffat also originated the spiral punt!

**THE FIRST SIGNALS** were originated by Yale in 1882. The team captain chanted to his mates in the form of slang expressions. Each exclamation indicated which back was to carry the ball!

**MEN! IF YOU WANNA WIN, KICK 'EM IN THE SHINS!**

Forerunner of today's helmet was the "head-harness" George Barclay of Lafayette designed it in 1896, to shield the ears!

The weight and size of the football was first standardized in 1912!

Weight 15 oz.  
Length 14"  
22" Around

★ <b>SUNDAY</b> September 28, 1958 ★	<b>San Francisco 49ERS</b> vs. <b>Pittsburgh STEELERS</b>	★ 1:30 P.M. Kezar Stadium ★
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**SAN FRANCISCO  
WANTED THE BEST...**

**TOM MOORE**

**KENTUCKY STRAIGHT BOURBON WHISKEY**

**86 PROOF**


**SAN FRANCISCO  
GOT IT!...**

**One of the nation's fastest  
growing straight bourbons  
Made in Kentucky as only  
BARTON knows how!**

Distilled, and Bottled by  
**BARTON DISTILLING COMPANY**  
Bardstown, Nelson County, Kentucky







*Hugh McElhenny*

**THE 49er PHOTO GALLERY**

# 2 GREAT TOMMY'S JOYNTS



THE ORIGINAL  
GEARY & VAN NESS  
THE BRAUHAUS  
MASON & MARKET

**P.S. MASON AT MARKET  
BRAUHAUS OPEN SUNDAYS**

THE PUBLIC ADDRESS SYSTEM  
AND ELECTRIC SPORTS TIMER  
USED IN THIS GAME  
IS ANOTHER  
**FLYING  SERVICE**



**TIDEWATER OIL COMPANY  
PLAY BALL WITH "FLYING A"**

## LEOPARD CAFE STEAK SPECIALISTS

Your Host  
**BOB ANTRACCOLI**



Newly Remodeled and Redecorated  
Relaxing COCKTAIL Lounge  
Private BANQUET Rooms

Dinner 5-11      Luncheon 11:30-2:30

**You're invited to attend the  
49ER BOOSTER CLUB luncheons  
every Thursday after home games**

**140 FRONT STREET**  
Near California Street  
**SAN FRANCISCO**

**NOW!**  
**ON UNITED AIR LINES,  
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YOUR PLANE HAS RADAR!**

Radar means smoother flights and  
greater on-time dependability — in  
any weather! And now, every United  
Mainliner is RADAR equipped!

**You get extra care at the regular  
fare on United—The Radar Line!**




# SAN FRANCISCO FORTY NINERS

No.	Name	Pos.	Ht.	Wt.	Age	Yrs. in Pro Ball	School
12	Brodie, John	QB	6.1	192	23	2	Stanford
14	Tittle, Y. A.	QB	6.1	195	31	11	Louisiana State
20	Stits, Bill	HB	6.0	195	26	5	UCLA
24	Smith, J. D.	FB	6.1	209	25	3	North Carolina A&M
26	Teresa, Tony	HB	5.10	191	24	1	San Jose State
27	Owens, R. C.	HB-E	6.3	207	23	2	College of Idaho
29	Atkins, Bill	HB	6.1	200	22	1	Auburn
32	Babb, Gene	FB	6.3	215	23	2	Austin
34	Perry, Joe	FB	6.0	207	31	11	Compton J. C.
39	McElhenny, Hugh	HB	6.1	198	29	7	Washington
40	Woodson, Abe	HB	5.11	188	23	1	Illinois
42	Ridlon, Jim	HB	6.1	179	23	2	Syracuse
43	Pace, Jim	HB	6.0	195	22	1	Michigan
47	Moegle, Dick	HB	6.1	191	23	4	Rice
52	Rubke, Karl	C-LB	6.4	239	22	2	Southern California
53	Morze, Frank	C	6.4	270	24	2	Boston College
54	Matuszak, Marv	LB	6.2	232	27	5	Tulsa
55	Hazeltine, Matt	LB	6.1	215	25	4	California
57	Morris, Dennit	G-LB	6.1	230	22	1	Oklahoma
64	Connolly, Ted	G	6.3	245	26	4	Santa Clara-Tulsa
66	Wittenborn, John	G	6.2	233	22	1	Southeast Missouri
68	Palatella, Lou	G	6.2	230	25	4	Pittsburgh
72	Herchman, Bill	T	6.2	245	25	3	Texas Tech
73	Nomellini, Leo	T	6.3	255	32	9	Minnesota
74	Toneff, Bob	T	6.3	260	28	6	Notre Dame
75	Henke, Ed	T-E	6.4	230	29	6	Southern California
76	Gonzaga, John	T	6.3	245	25	3	Mt. Diablo H. S.
77	Bosley, Bruce	G	6.2	245	25	3	West Virginia
78	Thomas, John	LB	6.4	237	23	1	College of Pacific
79	St. Clair, Bob	T	6.9	263	27	6	USF-Tulsa
80	Mertens, Jerry	E	6.0	185	22	1	Drake
82	Soltau, Gordy	E	6.2	195	32	9	Minnesota
84	Wilson, Billy	E	6.4	190	31	8	San Jose State
85	Jessup, Bill	E-HB	6.1	195	28	7	Southern California
87	Dugan, Fred	E	6.3	195	24	1	Dayton
88	Conner, Clyde	E	6.2	202	24	3	College of Pacific

## COACHING STAFF

Head Coach—Frank C. Albert (Stanford)

Assistants—Phil Bengtson (Minnesota); Howard Hickey (Arkansas); Mark Duncan (Denver); Lynn Waldorf (Syracuse); Bill Johnson (Tyler J.C.); Trainer—Henry Schmidt; Equipment Manager—Chico Norton



"Mr. Showmanship"

# LIBERACE

Presents The New Liberace Show

*Del Courtney and His Orchestra*

The Late Show, Starting 1 a.m.

## MARY KAYE TRIO

alternating with

## THE KINGPINS

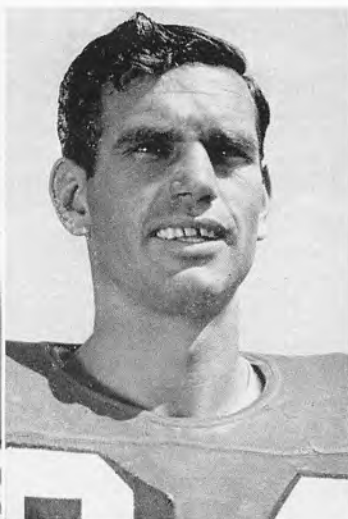
## Harrah's Club

Highway 50 • Stateline  
Lake Tahoe

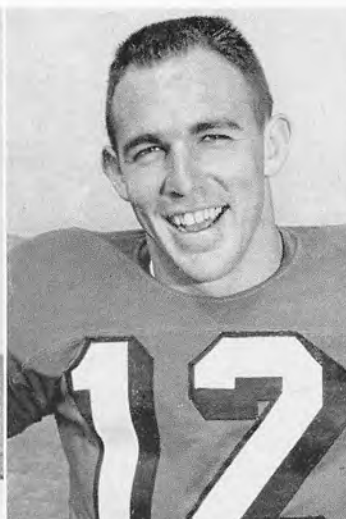




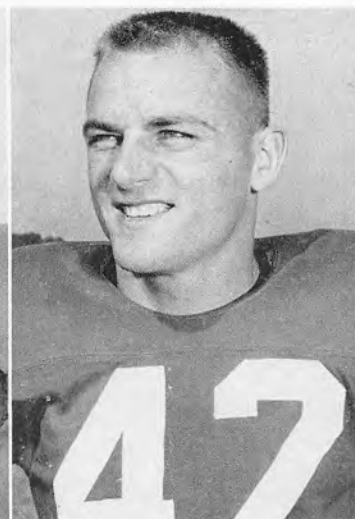
JOE PERRY, FB



BILLY WILSON, E



JOHN BRODIE, QB



JIM RIDLON, HB

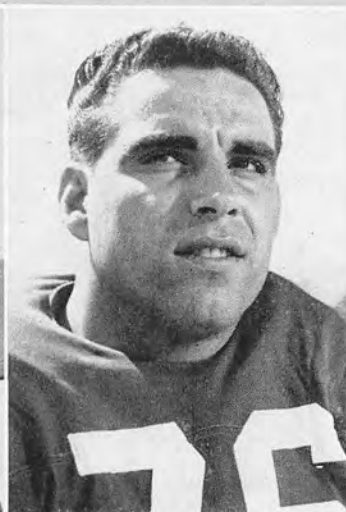
# *San Francisco* **49**ers



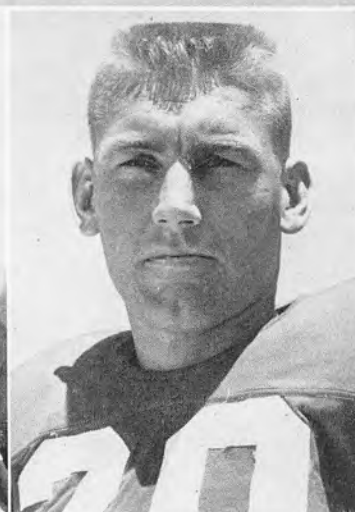
CLYDE CONNER, E



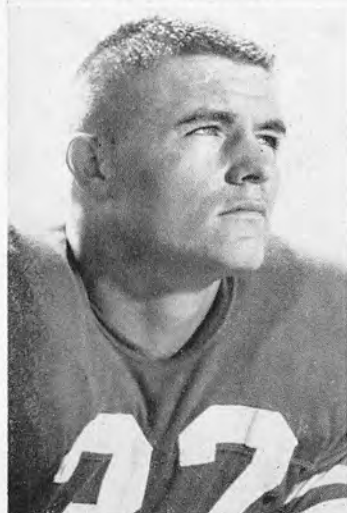
BOB TONEFF, T



JOHN GONZAGA, T



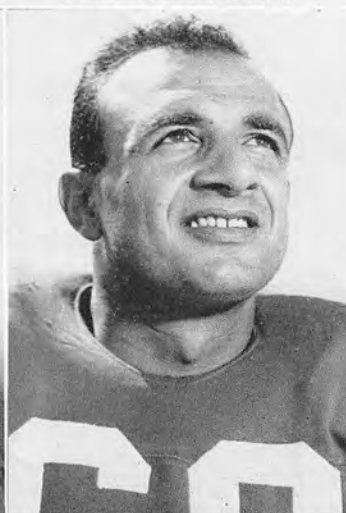
BILL STITTS, HB



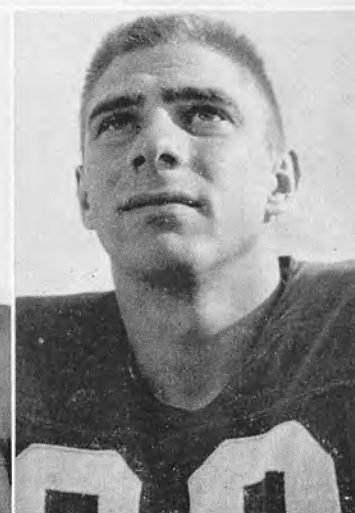
GENE BABB, FB



TED CONNOLLY, G



LOU PALATELLA, G



JERRY MERTENS, HB





*An Ideal Christmas or All-Occasion Gift  
Beautifully Executed With Embossed  
24k Gold, Red and Black  
Packed in Mailing Carton*

## OFFICIAL 49er GLASSES

**\$6<sup>95</sup>**

SETS OF EIGHT  
HI-BALL (12 OZ.) OR  
ON THE ROCKS (9 OZ.)

FOR IMMEDIATE DELIVERY, PLACE YOUR ORDER NOW!  
(Quantity Prices for Executive Gifts Quoted on Request)  
*Glasses Also Available at Leading Stores*

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	12-oz. Hi-Ball	
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State _____		

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52 pages filled with pictures and facts and figures  
on the 49ers... All-time Records... All-Time Roster...

Special Articles by the 49er Coaches.

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*Gordy Soltau*

**THE 49er PHOTO GALLERY**





To East Bay Football Fans:

# GO-GO-GO TO THE GAMES

*The Easy Way With*

## PLANDS 49<sup>ER</sup> BOOSTERS

BUSSES DIRECT TO KEZAR STADIUM  
LEAVE AT 12 NOON

*Leave your car in our spacious parking lots  
and avoid parking and traffic worries at Kezar*

*We have a block  
of season tickets*

### LUMBERJACK BREAKFAST \$1.75

Fresh Orange Juice, Ham, Bacon or Sausage, Two Large Ranch Eggs  
Hashed Browns, Hot Cakes, Maple Syrup, Coffee, Tea or Milk

at PLANDS—

## HOME OF THE ROOM OF CHAMPIONS

AND . . . AFTER THE GAME

IT'S PLANDS FOR A SPECIAL STEAK

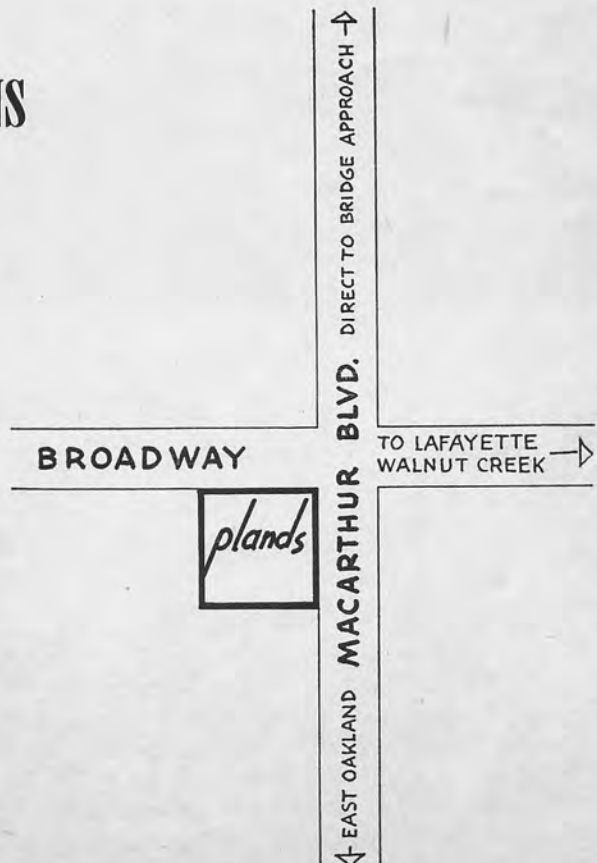
*(the kind the players enjoy)*

OR OTHER DELICIOUS SELECTIONS  
FROM OUR VARIED  
(AND REASONABLE MENU)

HOMEMADE MINIATURE  
LOAVES OF BREAD

COMPLETE BANQUET FACILITIES

*For Bus, "brunch" or  
dinner reservations  
call OLYmpic 2-8285*





# What a team!

*All made for your pleasure  
by Philip Morris Inc.*



## SAN FRANCISCO 49ERS

### PROBABLE STARTING LINEUP

No.	Name	Position
88	CLYDE CONNER . . .	LE
78	JOHN THOMAS . . .	LT
77	BRUCE BOSLEY . . .	LG
53	FRANK MORZE . . .	C
66	JOHN WITTENBORN . .	RG
79	BOB ST. CLAIR . . .	RT
87	FRED DUGAN . . .	RE
14	Y. A. TITTLE . . .	QB
39	HUGH McELHENNY . .	LH
27	R. C. OWENS . . .	RH
34	JOE PERRY . . .	FB

12	Brodie, QB
14	Tittle, QB
20	Stitts, HB
24	Smith, FB
26	Teresa, HB
27	Owens, HB-E
29	Atkins, HB
32	Babb, FB
34	Perry, Joe, FB
39	McElhenny, HB
40	Woodson, HB
42	Ridlon, HB

### THE SQUAD

43	Pace, HB
47	Moegle, HB
52	Rubke, C-LB
53	Morze, C
54	Matuszak, LB
55	Hazeltine, LB
57	Morris, G-LB
64	Connolly, G
66	Wittenborn, G
68	Palatella, G
72	Herchman, T
73	Nomellini, T

74	Toneff, T
75	Henke, T-E
76	Gonzaga, T
77	Bosley, G
78	Thomas, LB
79	St. Clair, T
80	Mertens, E
82	Soltau, E
84	Wilson, E
85	Jessup, E-HB
87	Dugan, E
88	Conner, E





## PITTSBURGH STEELERS

### PROBABLE STARTING LINEUP

No.	Name	Position
88	LEON JAMISON . . . .	LE
62	MIKE SANDUSKY . . . .	LT
64	BILL KRISHER . . . .	LG
57	ED BEATTY . . . .	C
65	JOHN NISBY . . . .	RG
74	FRANK VARRICHIONE .	RT
87	JACK McCLAIREN . . .	RE
10	EARL MORRALL . . . .	QB
27	DEAN DERBY . . . .	LH
25	RAY MATHEWS . . . .	RH
35	PAUL YOUNGER . . . .	FB

10	Morrall, QB
16	Dawson, QB
18	Kemp, QB
22	McCabe, HB
25	Mathews, E
26	Glick, HB
27	Derby, HB
30	Tracy, HB
31	Reynolds, HB
35	Younger, FB
39	Krutko, FB
42	Alban, HB

### THE SQUAD

43	Christy, B	70	Stautner, T
48	Reed, E	71	Lewis, T
50	Reger, LB	74	Varrichione, T
52	Tarasovic, LB	75	Krupa, T
55	Dougherty, LB	80	Butler, HB
57	Beatty, C	82	Miner, E
60	Dodrill, G	84	McPeak, E
61	Karras, G	86	Evans, E
62	Sandusky, G	87	McClairén, E
64	Krisher, G	88	Jamison, E
65	Nisby, G	89	Lasse, E
66	Campbell, C		



# Part of the game...

Before the game, during the game,  
after the game, a frosty bottle of ice-  
cold Coca-Cola is so refreshing.



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THE COCA-COLA BOTTLING COMPANY OF CALIFORNIA



# PITTSBURGH STEELERS

No.	Name	Pos.	Ht.	Wt.	Yrs. in Pro Ball	College
10	Morrall, Earl	QB	6.2	205	3	Michigan State
16	Dawson, Len	QB	6.0	180	2	Purdue
18	Kemp, Jack	QB	6.1	190	2	Occidental
22	McCabe, Richie	HB	6.0	185	2	Pittsburgh
25	Mathews, Ray	E	6.0	195	8	Clemson
26	Glick, Gary	HB	6.1	190	3	Colorado A & M
27	Derby, Dean	HB	6.0	185	2	Washington
30	Tracy, Tom	HB	5.9	205	3	Tennessee
31	Reynolds, Billy	HB	6.0	195	4	Pittsburgh
35	Younger, Paul	FB	6.3	230	10	Grambling
39	Kruto, Larry	FB	6.0	220	1	West Virginia
42	Alban, Dick	HB	6.1	195	7	Northwestern
43	Christy, Dick	B	5.10	180	1	North Carolina State
48	Reed, Leroy	E	6.0	190	1	Mississippi
50	Reger, John	LB	6.1	225	4	Pittsburgh
52	Tarasovic, George	LB	6.4	245	6	I S U
55	Dougherty, Bob	LB	6.2	235	2	Cincinnati-Kentucky
57	Beatty, Ed	C	6.3	225	4	Mississippi
60	Doddrill, Dale	G	6.1	215	8	Colorado A & M
61	Karras, Ted	G	6.2	235	1	Indiana
62	Sandusky, Mike	G	6.2	230	2	Maryland
64	Krisher, Bill	G	6.1	220	1	Oklahoma
65	Nisby, John	G	6.1	230	2	College of the Pacific
66	Campbell, Dick	C	6.1	225	1	Marquette
70	Stautner, Ernie	T	6.2	230	9	Boston College
71	Lewis, Joe	T	6.2	260	1	Compton
74	Varrichione, Frank	T	6.2	230	4	Notre Dame
75	Krupa, Joe	T	6.2	225	3	Purdue
80	Butler, Jack	HB	6.1	195	8	St. Bonaventure
82	Miner, Tom	E	6.4	235	1	Tulsa
84	McPeak, Bill	E	6.2	220	10	Pittsburgh
86	Evans, Jon	E	6.4	205	1	Oklahoma A & M
87	McClair, Jack	E	6.4	210	4	Bathune-Cookman
88	Jamison, Leon	E	6.2	220	1	Tennessee A & I
89	Lasse, Dick	E	6.2	220	1	Syracuse

## COACHING STAFF

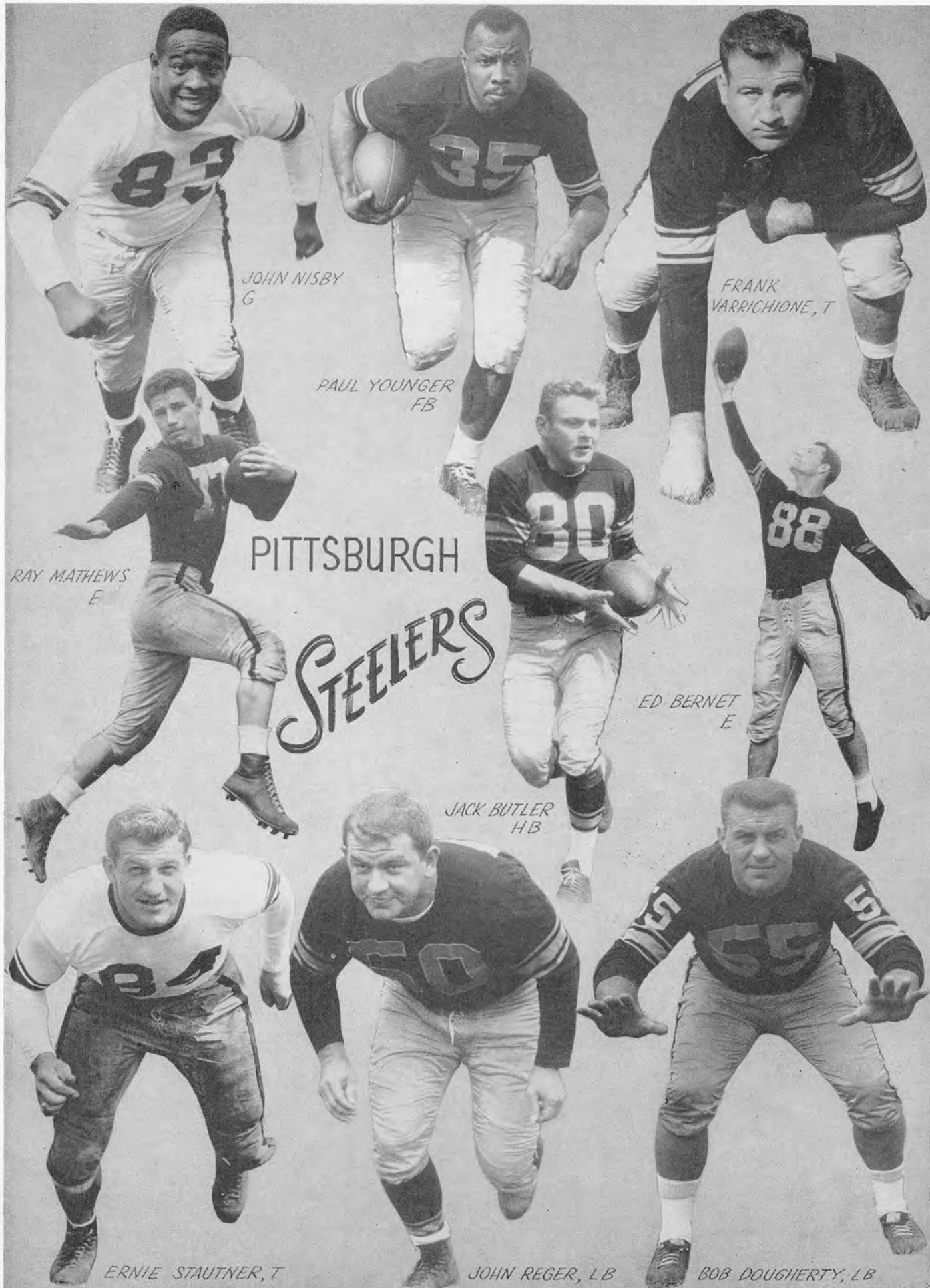
Head Coach: Raymond "Buddy" Parker (Centenary)

Assistants: Walter Kiesling (St. Thomas), Dick Plasman (Vanderbilt), Boris Dimancheff (Purdue), Thurman McGraw (Colorado A&M), Harry Gilmer (Alabama), Bill McPeak (Pittsburgh)

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G

FRANK  
VARRICHIONE, T

PAUL YOUNGER  
FB

PITTSBURGH

STEELERS

RAY MATHEWS  
E

ED BERNET  
E

JACK BUTLER  
HB

ERNIE STAUTNER, T

JOHN REGER, LB

BOB DOUGHERTY, LB



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19 MAIDEN LANE

OPEN SUNDAYS FOR ALL HOME GAMES

AFTER THE GAME  
WE'LL SEE YOU AT  
THE HORSE OF COURSE!



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## The FORTY NINERS

# The Pacific National Bank

Bank with the 49ers — at the Pacific!

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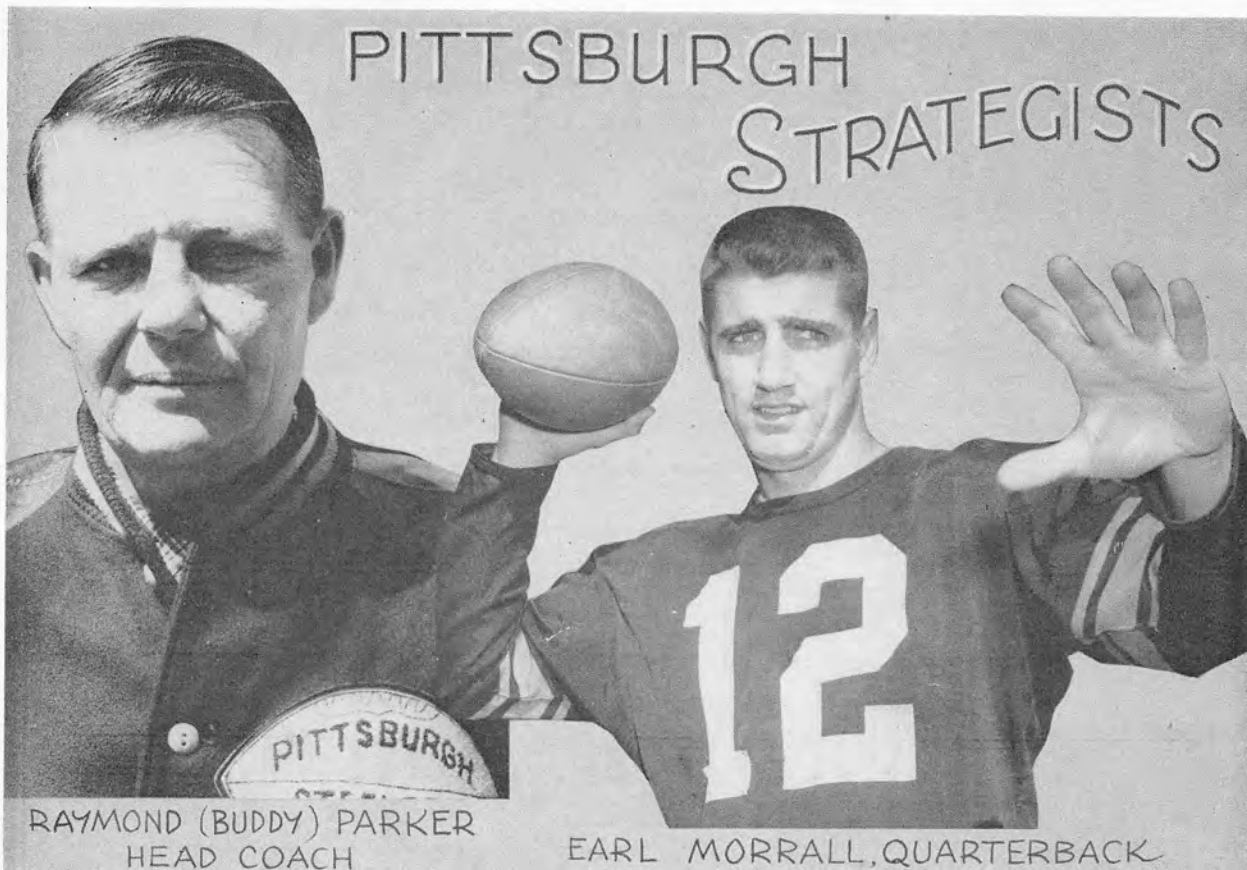
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# PITTSBURGH STRATEGISTS



RAYMOND (BUDDY) PARKER  
HEAD COACH

EARL MORRALL, QUARTERBACK



## Be a Jr. 49er

Complete 4-piece Official 49er Football Outfit—Helmet, Shoulder Pads, Jersey and Pants. Identical to your favorite 49er.

Sizes: Small 6-8  
Medium 8-10  
Large 10-12

# \$11.95

**Helmet only \$4.95**

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MONTGOMERY AT CALIFORNIA



**ANNOUNCING**  
**THE 5th ANNUAL**  
**DAN McGUIRE — NATE SCARDIGLI**  
**49ER FOOTBALL HOLIDAY**  
**IN LOS ANGELES**

Your Host — JOE ARENAS

**49ers vs. Rams, Sunday, November 9, 1958**

Special train will leave San Francisco Friday night, November 7  
OR

Drive, take a plane or bus—and join the 49er rooters for fun and  
entertainment in Los Angeles.

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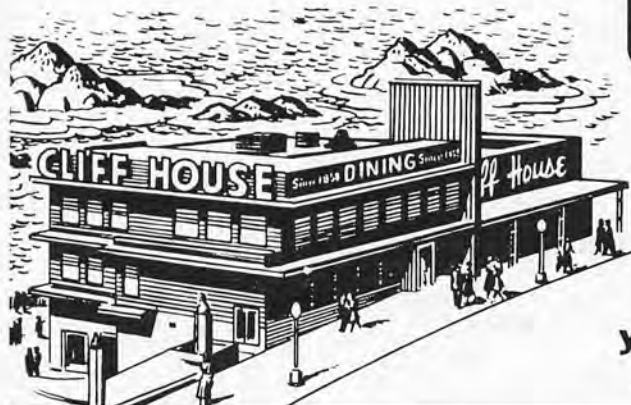
# Enjoy THE 49'er BRUNCH

at the world famous

## CLIFF HOUSE

(A SAN FRANCISCO TRADITION)

every Sunday morning  
before the game (10:30 A.M.)



Free buses to take you and  
your family to Kezar Stadium  
and back to the Cliff House.

For the most delicious dinners in town, take the family to the Cliff House. Enjoy over 100 years of San Francisco tradition • • • Tune in "Sunday At The Cliff House" with your host, Craig Kelly, every Sunday morning, 11:30 a.m., KFRC.

## NATIONAL FOOTBALL LEAGUE '58 SCHEDULE

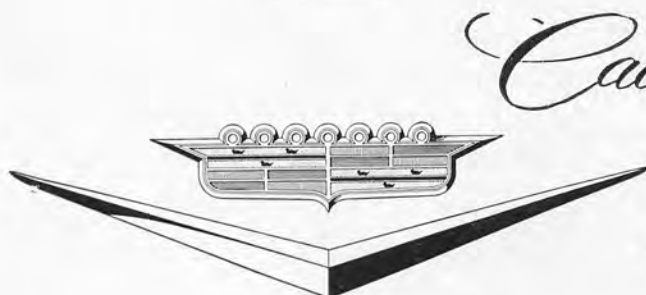
Sept. 28	Chicago Bears	at	Green Bay	Nov. 9	Baltimore	at	New York
" 28	Cleveland	at	Los Angeles	" 9	Chicago Cards	at	Washington
" 28	Detroit	at	Baltimore	" 9	Detroit	at	Cleveland
" 28	New York	at	Buffalo, N. Y. (Chicago Cards)	" 9	Green Bay	at	Chicago Bears
" 28	Pittsburgh	at	SAN FRANCISCO	" 9	Pittsburgh	at	Philadelphia
" 28	Washington	at	Philadelphia	" 9	SAN FRANCISCO	at	Los Angeles
Oct. 4	Chicago Bears	at	Baltimore	Nov. 16	Baltimore	at	Chicago Bears
" 4	Washington	at	Chicago Cards	" 16	Chicago Cards	at	Philadelphia
Oct. 5	Cleveland	at	Pittsburgh	" 16	Cleveland	at	Washington
" 5	Detroit	at	Green Bay	" 16	Los Angeles	at	Green Bay
" 5	Los Angeles	at	SAN FRANCISCO	" 16	New York	at	Pittsburgh
" 5	New York	at	Philadelphia	" 16	SAN FRANCISCO	at	Detroit
Oct. 12	Baltimore	at	Green Bay (Milwaukee)	Nov. 23	Chicago Bears	at	Detroit
" 12	Chicago Cards	at	Cleveland	" 23	Los Angeles	at	Baltimore
" 12	Los Angeles	at	Detroit	" 23	Philadelphia	at	Cleveland
" 12	New York	at	Washington	" 23	Pittsburgh	at	Chicago Cards
" 12	Philadelphia	at	Pittsburgh	" 23	SAN FRANCISCO	at	Milwaukee (Green Bay)
" 12	SAN FRANCISCO	at	Chicago Bears	" 23	Washington	at	New York
Oct. 19	Baltimore	at	Detroit	Nov. 27	Green Bay	at	Detroit
" 19	Chicago Cards	at	New York	Nov. 30	Chicago Bears	at	Pittsburgh
" 19	Green Bay	at	Washington	" 30	Los Angeles	at	Chicago Cards
" 19	Los Angeles	at	Chicago Bears	" 30	Philadelphia	at	New York
" 19	Pittsburgh	at	Cleveland	" 30	SAN FRANCISCO	at	Baltimore
" 19	SAN FRANCISCO	at	Philadelphia	" 30	Washington	at	Cleveland
Oct. 26	Chicago Bears	at	SAN FRANCISCO	Dec. 6	Baltimore	at	Los Angeles
" 26	Cleveland	at	Chicago Cards	Dec. 7	Chicago Cards	at	Chicago Bears
" 26	Detroit	at	Los Angeles	" 7	Cleveland	at	Philadelphia
" 26	Philadelphia	at	Green Bay	" 7	Green Bay	at	SAN FRANCISCO
" 26	Pittsburgh	at	New York	" 7	New York	at	Detroit
" 26	Washington	at	Baltimore	" 7	Pittsburgh	at	Washington
Nov. 2	Chicago Bears	at	Los Angeles	Dec. 13	Chicago Cards	at	Pittsburgh
" 2	Detroit	at	SAN FRANCISCO	Dec. 14	Baltimore	at	SAN FRANCISCO
" 2	Green Bay	at	Baltimore	" 14	Cleveland	at	New York
" 2	New York	at	Cleveland	" 14	Detroit	at	Chicago Bears
" 2	Philadelphia	at	Chicago Cards	" 14	Green Bay	at	Los Angeles
" 2	Washington	at	Pittsburgh	" 14	Philadelphia	at	Washington

SUNDAY, DEC. 28—World's Championship Play-off in Home City of Eastern Conference Champion.  
SUNDAY, JAN. 11, 1959—ALL-STAR PRO-BOWL GAME at LOS ANGELES.



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### **TODAY'S OFFICIALS**

Referee . . . . . (9) Emil Heintz (Pennsylvania)  
Umpire . . . . . (43) Joseph Muha (V.M.I.)  
Head Linesman . . . (40) Steve Pritko (Villanova)  
Back Judge . . . . . (41) Jack Nix (U.S.C.)  
Field Judge . . . (56) Norman Schachter (Alfred)



*Bob St Clair*

**THE 49er PHOTO GALLERY**





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IMMEDIATELY FOLLOWING EACH GAME: "PRESS BOX REVIEW" PRESENTED BY HOLIDAY HOTEL



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begins  
with a  
great  
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